

CLAIMS

WHAT IS CLAIMED IS:

- 1 1. A method for risk classification of a prospective insured, said method comprising:
 - 2 accessing data regarding one or more personality traits of the prospective insured
 - 3 to develop personality trait data; and
 - 4 classifying the prospective insured into one of a plurality of risk groups based on
 - 5 the personality trait data of the prospective insured;
 - 6 wherein the risk classification relates to at least one of automobile insurance,
 - 7 insurance covering malpractice of a medical professional and worker's compensation
 - 8 insurance.
- 1 2. The method of claim 1, wherein the risk classification relates to automobile
- 2 insurance.
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- 1 3. The method of claim 1, wherein the risk classification relates to malpractice of a
- 2 medical professional.
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- 1 4. The method of claim 1, wherein the risk classification relates to worker's
- 2 compensation insurance.
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- 1 5. The method of claim 1, wherein the personality traits relate at least to one of (a)
- 2 impulsivity, (b) locus of control, (c) self-esteem, (d) invulnerability, (e) hostility, (f)
- 3 anger, (g) trust, (h) social desirability, and (i) thoroughness in decision making.
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1 6. The method of claim 2, wherein classifying the prospective insured further
2 includes consideration of one or more variables selected from a group consisting of age,
3 gender, annual mileage, and driving experience.

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1 7. The method of claim 1, further comprising calculating an insurance rate for the
2 prospective insured based on the risk group into which the prospective insured was
3 classified.

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1 8. The method of claim 1, further comprising collecting the data regarding the
2 personality traits of the prospective insured from the prospective insured.

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1 9. The method of claim 8, wherein collecting the personality trait data includes
2 administering a questionnaire to the prospective insured and recording replies provided
3 by the prospective insured in response to one or more survey statements on the
4 questionnaire.

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1 10. The method of claim 1, further comprising:
2 accessing data regarding one or more character traits of the prospective insured to
3 develop character trait data; and
4 classifying the prospective insured into one of the plurality of risk groups based
5 on the character trait data of the prospective insured.

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1 11. A method of risk classification for automobile insurance, said method
2 comprising:
3 accessing data regarding answers provided by a driver to one or more survey
4 statements selected from a group consisting of, for example:

5 "I don't find it particularly difficult to get along with loud mouthed, obnoxious
6 people";

7 "In comparison to others my age, I have a less than average chance of having a
8 heart attack";

9 "I usually think carefully before doing anything"; and

10 "In comparison to others my age, I have a less than average chance of being fired
11 from a job."

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1 12. A method of risk classification for a driver, said method comprising:

2 accessing data regarding answers provided by the driver to one or more survey
3 statements selected from a group consisting of, for example:

4 "I don't find it particularly difficult to get along with loud mouthed, obnoxious
5 people";

6 "In comparison to others my age, I have a less than average chance of having a heart
7 attack";

8 "I usually think carefully before doing anything"; and

9 "In comparison to others my age, I have less than average chance of being fired from
10 a job"; and

11 classifying the driver into one of a plurality of risk groups based on the data regarding
12 the answers.

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1 13. A method of devising a questionnaire for use in risk assessment of a prospective
2 insured, said method comprising:

3 collecting data from a plurality of survey respondents, said data including an
4 indication of a number of claims reported by each of the survey respondents and a
5 plurality of personality traits for said each of the survey respondents;

6 correlating sets of the personality traits with the number of claims; and

7 selecting one or more traits among the set of personality traits based on a
8 correlation with the number of claims;

9 wherein the risk classification relates to at least one of automobile insurance,
10 insurance covering malpractice of a medical professional and worker's
11 compensation insurance.

12 14. A method for risk classification of a prospective insured, said method comprising:

1 accessing data regarding one or more personality traits of the prospective insured
2 to develop personality trait data; and

3 classifying the prospective insured into one of a plurality of risk groups based on
4 the personality trait data of the prospective insured;

5 wherein the personality traits relate at least to one of (a) impulsivity, (b) locus of
6 control, (c) self-esteem, (d) invulnerability, (e) hostility, (f) anger, (g) trust, (h) social
7 desirability, and (i) thoroughness in decision making; and

8 wherein the risk classification relates to at least one of accident insurance and a
9 likelihood of filing an accident insurance claim.

10 15. The method of claim 14, wherein the risk classification relates to accident
11 insurance.

12 16. The method of claim 14, wherein the risk classification relates to a likelihood of
13 filing an insurance claim.

14 17. A computer-readable medium bearing instructions for risk assessment of a
15 prospective insured, wherein said instructions are arranged, when executed by one or
16 more processors, to cause the one or more processors to perform the steps of:

4 accessing data regarding personality traits of the prospective insured; and
5 classifying the prospective insured into one of a plurality of risk groups based on
6 the accessed data regarding the personality traits of the prospective insured;
7 wherein the risk classification relates to at least one of automobile insurance,
8 insurance covering malpractice of a medical professional and worker's compensation
9 insurance.

1 18. A method for risk classification of a prospective insured, said method comprising:
2 accessing data regarding one or more personality traits of the prospective insured
3 to develop personality trait data; and
4 classifying the prospective insured into one of a plurality of risk groups based on
5 the personality trait data of the prospective insured;
6 wherein the personality traits relate to at least one of locus of control, hostility,
7 social desirability, and thoroughness in decision making.

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1 19. The method of claim 18, wherein the personality traits relate to at least two of
2 locus of control, hostility, social desirability, and thoroughness in decision making.

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1 20. The method of claim 19, wherein the personality traits relate to at least three of
2 locus of control, hostility, social desirability, and thoroughness in decision making.
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1 21. A method for risk classification of a prospective insured, said method
2 comprising:

3 accessing answers to a number of items, the items regarding one or more
4 personality traits of the prospective insured, to develop personality trait data;
5 applying an anti-faking technique to the item answers to determine a reliability
6 factor of the personality trait data; and
7 classifying the prospective insured into one of a plurality of risk groups based on
8 the personality trait data of the prospective insured and the reliability factor.

1 22. The method of claim 21, wherein the risk classification relates to at least
2 one of automobile insurance, insurance covering malpractice of a medical professional
3 and worker's compensation insurance.

1 23. The method of claim 21, wherein the reliability factor is derived by at least
2 one of (1) using one or more personality trait items that embed anti-faking measures, (2)
3 using multiple personality trait items designed to measure a particular trait, (3) using one
4 or more personality trait items designed to measure the likelihood that an individual is
5 honest, (4) using multiple questionnaire variants each containing different combinations
6 of personality trait items, (5) administering multiple questionnaires containing personality
7 trait items to a prospective insured, (6) indicating to a prospective insured that a
8 subsequent interview concerning a questionnaire is likely, (7) administering follow-up
9 interviews to a prospective insured if a reliability flag is raised by an answer of a
10 prospective insured, (8) monitoring the continued viability of a particular questionnaire in
11 and (9) monitoring the continued viability of a particular item.

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1 24. A method for risk classification of a prospective insured, said method
2 comprising:

3 accessing data regarding one or more character traits of the prospective insured to
4 develop character trait data; and
5 classifying the prospective insured into one of a plurality of risk groups based on
6 the character trait data of the prospective insured.

25. The method of claim 24, wherein the character traits relate at least to one
of (a) honesty, and (b) moral development.

1 25. The method of claim 24, wherein the risk classification relates to at least
2 one of automobile insurance, insurance covering malpractice of a medical professional
3 and worker's compensation insurance.

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1 26. The method of claim 25, wherein the risk classification relates to at least
2 one of automobile insurance, insurance covering malpractice of a medical professional
3 and worker's compensation insurance.